

## EMAIL TEMPLATE - PROMOTE A PRODUCT

This email template can be sent out to promote a product to clients. It can be revised to suit your firm's individual needs, including using your own subject line or preview line, adding your logo and signature, and including your contact information.

Before sending this email to your contacts, please make sure to do the following:

1. Replace all text in with your firm's information
2. Make sure your logo and signature appear in the email
3. Revise any content to ensure it reflects your firm
4. Include important information about your product

Subject line: New (name of product)

Preview line: Contact us to find out more about (name of product)

--body of email--

Hi (first name),

We're committed to ensuring our clients have access to the best products and services, and we wanted to let you know about a new product we think you'll love. Using (name of product) you can list benefits/features (e.g. save 3 hours per month on payroll).

If you'd like to find out more, please contact us on (phone number) or via email to (email address). We're happy to assist you in learning how to use it. Please feel free to reach out to us to ask us any questions you may have.

Our goal is to help you build a successful, profitable business and we know just how important it is to have the right tools and systems to support you. We're confident (name of product) can help you do just that.

Many thanks,

(Your name)

---

Shorter version

Subject line: New (name of product)

Preview line: Contact us to find out more about (name of product)

--body of email--

Hi (First name),

We've found a new product called (name of product) to help you (list three benefits/features).

Contact us by phone (phone number) or email (email address) to learn more about (name of product).

Many thanks,

(Your name)